



**NATIONAL OPEN UNIVERSITY OF NIGERIA  
FACULTY OF SOCIAL SCIENCES  
DEPARTMENT OF MASS COMMUNICATION**

**COURSE CODE:** MAC428  
**COURSE TITLE:** INTEGRATED MARKETING COMMUNICATIONS  
**UNITS:** 2  
**TIME:** 2 HOURS  
**INSTRUCTION:** ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS.

1. Establish any **three (3)** phases in the evolution of marketing and relate the experience in each of the phase to the development of modern day marketing. **(30 Marks)**
2. Discuss the essential **four P's** of Marketing with more emphasis on how each influence modern marketing strategy. **(20 Marks)**
3. As a marketing research expert, explain any **five (5)** major steps to follow while conducting marketing research. **(20 Marks )**
4. As the new head of the marketing department, give at least four cogent reasons to the management board of your company why advertising should be given priority among other promotional mixes to be used for marketing. **(20 Marks)**